Ministry of Christ Church College
540 North State Road 434, Suite 38
Altamonte Springs, Florida 32714
407-834-8062
www.ministryofchristchurch.org

MS103: Content Creation & Promotion
Certificate Course

Let us help you build your Resume Portfolio - because your work deserves to be seen… while you focus on building your skills for service, leadership, and career growth.

Course Description

MS103 teaches students how to build an effective content marketing strategy that attracts, engages, and retains the right audience. Learners explore how to identify high-value content topics, create compelling long- and short-form content, and distribute it across digital channels for maximum reach. The course also covers tools, best practices, and common pitfalls, along with methods for measuring performance and refining content over time. Designed for beginners and growing marketers, this course equips students to create consistent, strategic content that strengthens brand visibility and drives customer connection.

What You Will Learn

By the end of this course, students will be able to:

- Understand the purpose and structure of effective content
- Create simple, engaging content for multiple platforms
- Use storytelling and clarity to strengthen brand identity
- Understand basic design principles for visual content
- Plan and schedule content for consistency
- Promote content across digital channels
- Build a beginner-friendly content creation and promotion strategy

Course Materials

This course uses the textbook:
Content Marketing For Dummies

All assignments, practicum activities, and the final exam are based on the themes and skills taught in the book.

Included in Your Course Package

• MS103 Syllabus Checklist
• MS103 Practicum Resume Portfolio Guide
• MS103 Final Exam (with stamped return envelope)
• Textbook and Resume Portfolio Notebook mailed directly from Amazon
• Certificate (suitable for framing) mailed upon receiving a passing score of 70% or better

Practicum Summary (for Resume Portfolio)

Practicums are for you to keep and add to your Resume Portfolio. A Resume Portfolio is a simple, personal collection of real work that shows your skills, your experience, and the quality of what you can do. It gives employers a clear picture of your strengths in a professional, easy-to-understand way.

Students will complete hands-on activities in:

- Creating simple written, visual, and social-media content
- Practicing storytelling and message clarity
- Designing basic graphics using beginner-friendly tools
- Planning a weekly content schedule
- Promoting content across multiple digital channels
- Reviewing analytics and engagement basics
- Completing a content creation & promotion project summary

Final Exam

The MS103 exam includes:

- Multiple-choice questions
- Short-answer questions
- Scenario-based application

Course Requirements

- Working knowledge of English
- Ability to complete written assignments
- Live within the United States
- Access to email for submitting coursework

Tuition

149.00 USD – Individual Course
Payment is made through Shopify.

After purchase, you will be able to immediately download the *Student Welcome & Instructions* PDF and follow the steps. Your course materials will be mailed once you complete the instructions in the PDF.

How to Enroll

Step 1: Download the Application

Visit the church college website to download the official application form.
Your application must be completed and received before your textbook and course materials will be delivered.

Step 2: Review the Full Catalog

The complete College Catalog is available on the college website.

Step 3: Submit Your Application

Mail your completed application to the college office. If you email your application, include **"Application"** in the subject line.

Your application must be received and processed before your textbook and course packets are mailed. (If you have not downloaded the application yet, it is available on the college website.)

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Step 4: Purchase Your Course

Click here to purchase MS103 through Shopify, our secure online store. Once purchased and your application is processed, your textbook and course packets will be mailed to you.

Policies

For all official policies including tuition, refund, and admissions requirements please refer to the College Catalog.